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|------------|---------------------------|------------------|--------------------------|--------------------|------------------|
| Station | WOOD-TV GRAND RAPIDS, MI. | Agency | () ABAR HUTTON MEDIA | Rep Firm | |
| Advertiser | () MIKE O'BRIEN 4 CONGR | | 6190 GROVEDALE CT, S#200 | Sales Office | () PHILADELPHIA |
| Product | MIKE OBRIEN 4 CONGRE | | ALEXANDRIA, VA 22310 | Salesperson | () IAN AMBRON |
| Estimate# | 540 | Agency C/P1/P2/E | //540 | | |
| Buyer | BARB ABAR | Flight Dates | 10/10/2012 - 10/14/2012 | Salesperson Phone# | 215-567-6005 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | 215-525-9757 |
| Fax# | | | | | |

--- CONTRACT COMMENT ---

MIKE O'BRIEN FOR CONGRESS SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|----------------------------|-----------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 1 | TH-F | 5A-6A | | :30 | \$150.00 | 10/11-10/12 | 1 | 1 | 1 | \$150.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 2 | TH-F | 10A-11A | | :30 | \$200.00 | 10/11-10/12 | 2 | 1 | 2 | \$400.00 | |
| | | Buyline Comment: TODAY 2 | | | | | | | | | | |
| | 3 | F | 12P-1230P | | :30 | \$225.00 | 10/12-10/12 | 1 | 1 | 1 | \$225.00 | |
| | | Buyline Comment: NOON NEWS | | | | | | | | | | |
| | 4 | TH-F | 6P-630P | | :30 | \$1,125.00 | 10/11-10/12 | 1 | 1 | 1 | \$1,125.00 | |
| | | Buyline Comment: 6P NEWS | | | | | | | | | | |
| | 5 | SA | 7A-8A | | :30 | \$275.00 | 10/13-10/13 | 1 | 1 | 1 | \$275.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 6 | SA | 8A-10A | | :30 | \$375.00 | 10/13-10/13 | 1 | 1 | 1 | \$375.00 | |
| | | Buyline Comment: SAT TODAY | | | | | | | | | | |
| | 7 | SU | 7A-8A | | :30 | \$250.00 | 10/14-10/14 | 1 | 1 | 1 | \$250.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 8 | SU | 8A-9A | | :30 | \$600.00 | 10/14-10/14 | 1 | 1 | 1 | \$600.00 | |
| | | Buyline Comment: SUN TODAY | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 9 / \$3,400.00

| | | | | | |
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| Buyer | BARB ABAR | Flight Dates | 10/10/2012 - 10/14/2012 | Salesperson Phone# | 215-567-6005 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | 215-525-9757 |
| Fax# | | | | | |

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$3,400.00

Sales Totals: 9 / \$3,400.00

Station Totals: 9 / \$3,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|---------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$7,556 | CATV | 0% | WOOD | 45% | WOTV | 0% | WWMT | 39% | WXMI | 5% |
| | | WXSP | 0% | WZPX | 0% | WZZM | 10% | | | | |

---COMPETITIVE COMMENTS---

COMPET EST OFF OF LAST BUY

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE